



Participation Requirements

The campaign team must:

- Be student-led; students must run the campaign and execute all campaign elements
- Have a faculty and/or adult (teacher, parent, or community volunteer, etc.) advisor who helps the student-led team and ensures the activities are run by students
- Identify a campaign goal(s) and develop and implement an evaluation of that goal(s)
 - Campaigns will be judged on development and implementation of the goal(s).
- Develop a campaign name/slogan
- Use funds only for campaign-related activities and items
 - Guidelines for approved purchases are available on Michigan.gov/s4sd
 - A log of expenses must be maintained using the [Expense Tracking Form](#) and included in the final report with copies of receipts and invoices
 - Schools may not solicit monetary donations or supplement campaign funding with other school funds
 - In-kind contributions and uncompensated volunteers are permitted
- Prepare a 5-7 minute video or PowerPoint and a brief report detailing the campaign

The campaign must:

- Have school-wide applicability
- Focus on at least one of the following traffic safety topics:
 - Seat belt use
 - Speeding
 - Underage drinking/impaired driving
 - Distracted driving – texting, music, phones, passengers, etc.
 - Winter driving
- Incorporate [Ford Driving Skills for Life](#)
- Include at least three events or activities during the campaign dates
 - No events or activities, including evaluation, outside campaign dates; only planning and preparation may take place
 - Campaign activity period is December 7, 2015 – March 25, 2016.
- Involve the community and local media

The final report and video or PowerPoint must:

- Clearly explain the campaign and how it helped make teens safer drivers
- Describe each activity, including what was done, when, how, and the results
- Describe how Ford Driving Skills for Life was used
- Explain the community and media outreach or involvement
- Include the evaluation of the campaign goal(s)
- Include the completed [Expense Tracking Form](#) (available at Michigan.gov/s4sd) with copies of receipts and invoices

Submit by March 25, 2016 to:

OHSP, Attention S4SD
P. O. Box 30634
Lansing, Michigan 48909
Strive4asaferdrive@gmail.com